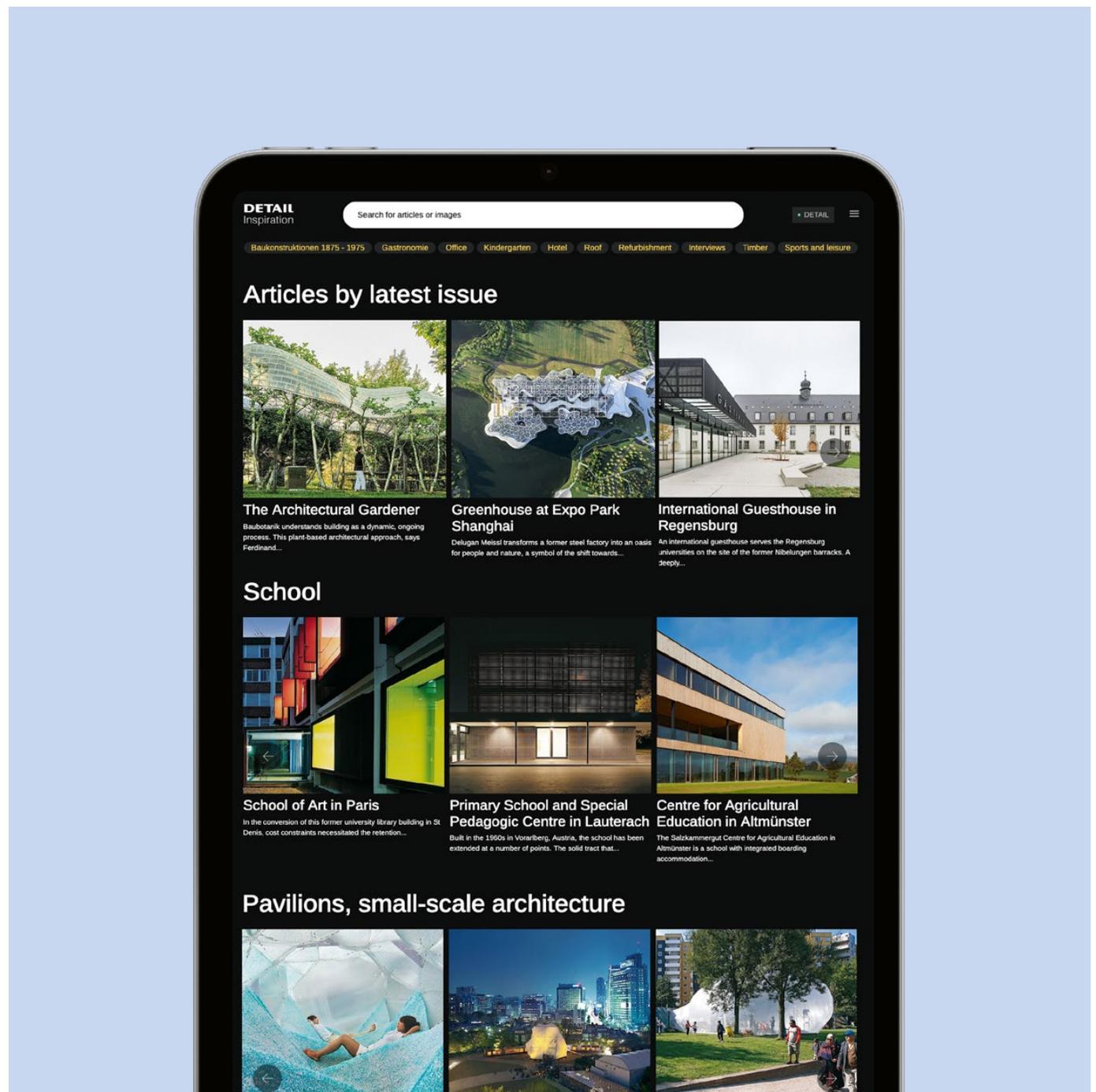




MEDIA 20  
KIT 26

DETAIL Inspiration

Valid from 1 January 2026





# DETAIL 360° SPECIALISED COMMUNICATION



## Portfolio and Media Reach German-speaking and international

 >55,000 readers/issue<sup>1</sup>  
10 issues/year  
3.3 M reader minutes/issue<sup>1</sup>  
16,375 copies (IVW) print run<sup>1</sup>

 Ø 3.44 M PI /month<sup>2</sup>  
Ø 736,000 visits/month<sup>2</sup>

Newsletter subscribers  
~26,750 daily<sup>3</sup>  
~28,150 weekly<sup>3</sup>  
~28,900 EN<sup>3</sup>

 ~541,136 followers<sup>4</sup>  
Ø 38.7 M reach<sup>4</sup>

 Professional congresses/conferences  
Client events  
Architecture competitions  
Award ceremonies

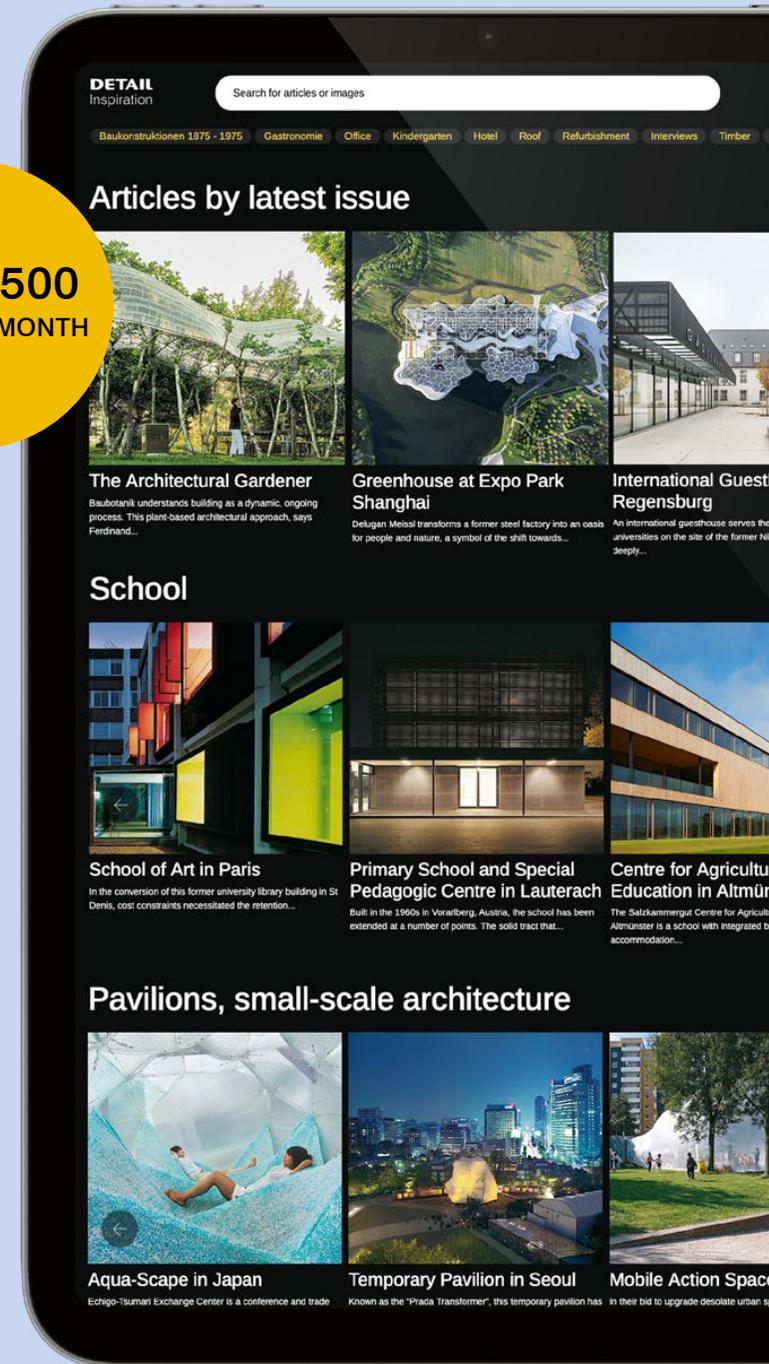
 ~246,000 potential users<sup>5</sup>  
Ø 218,500 sessions/month<sup>5</sup>

# DETAIL INSPIRATION

The digital tool for architects, architectural firms and architecture students

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Ø 218,500  
SESSIONS/MONTH





# DETAIL INSPIRATION

## THE ARCHITECTURE KNOWLEDGE PLATFORM

Reach architects, planners and decision-makers worldwide – exactly when they are looking for solutions.

DETAIL Inspiration is the largest research and inspiration platform of its kind. It contains all project documentation published in DETAIL since 1960, as well as content from current issues.

With over 6,400 German and more than 4,300 English articles, including information on project participants and manufacturers, as well as 46,000 images and detailed drawings, DETAIL Inspiration shows how outstanding architecture is planned and realised.

Since 2014, the knowledge platform has been used by architects, architectural firms, architecture students, universities, colleges and libraries worldwide.

From the initial design phase through the entire planning process, DETAIL Inspiration helps you discover ideas for advanced constructions and building solutions – a trusted source of research and inspiration across all key stages of building.

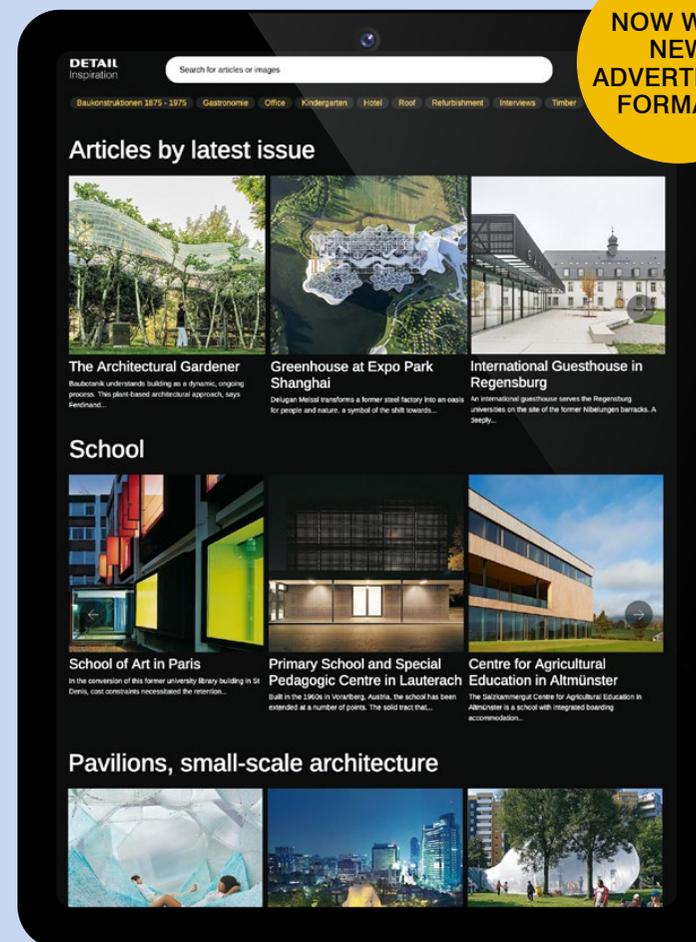
### Utilise DETAIL Inspiration as an advertising platform now!

Reach today's and tomorrow's decision-makers at the crucial moment: during the design and planning phase. This is the highly relevant environment where products are researched, solutions are compared and decisions are made.

#### Your benefits:

- **targeted approach to over**
  - > 246,000 potential users<sup>1</sup> in over 64 countries<sup>1</sup>
  - Ø 218,500 sessions/month<sup>2</sup>
- **no wasted coverage thanks to a qualified target group:**
  - architects, planners, architecture students, universities and libraries
  - content tailored to architects by the DETAIL editorial team
  - filters and image search for maximum relevance

NOW WITH  
NEW  
ADVERTISING  
FORMATS



→  [inspiration.detail.de](https://inspiration.detail.de)



# INSPIRATION ADVERTORIAL BASIC (DE or EN)

With an advertorial in DETAIL Inspiration, reach your target audience precisely – with no wasted coverage!

Present your flagship project with permanent visibility and high-quality editorial content prepared by the DETAIL editorial team in an exclusive, architecture-relevant environment.

## Services:

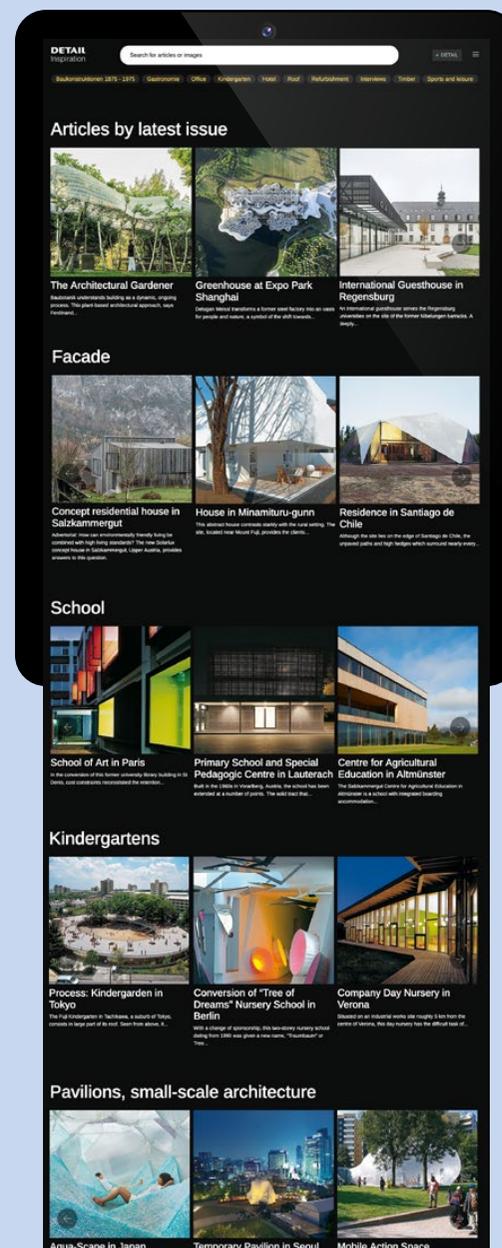
- homepage placement for two months
- detailed online entry
- permanent presence in a high-quality editorial environment
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 2 x image/text ad in the DETAIL Inspiration newsletter
- 1 x social media post    
- detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

## Reach:

- > 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>
- Ø 218,500 sessions/month<sup>3</sup>
- Newsletter DE > 26,750,
- EN > 28,900 subscribers<sup>4</sup>,
- Ø 40% opening rate<sup>4</sup>
- > 541,000 social media followers<sup>5</sup>    

## Price

3,800 €<sup>1</sup> instead of: 4,150 €





# INSPIRATION ADVERTORIAL BILINGUAL BASIC (DE and EN)

Book your bilingual online advertorial in DETAIL Inspiration – and reach architects worldwide.

## Services:

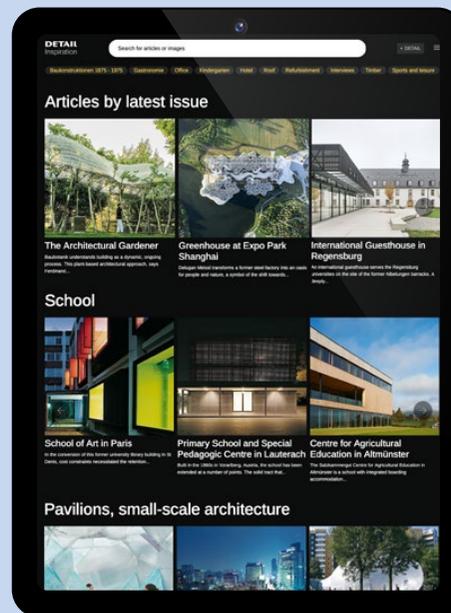
- 2 x homepage placement for two months
- 2 x detailed online entry
- 2 x permanent presence in a high-quality editorial environment
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 4 x image/text ad in the DETAIL Inspiration newsletter (each 2 x DE and EN)
- 2 x social media post (each DE and EN)    
- 2 x detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

## Reach:

- > 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>
- Ø 218,500 sessions/month<sup>3</sup>
- Newsletter DE > 26,750,  
EN > 28,900 subscribers<sup>4</sup>,
- Ø 40% opening rate<sup>4</sup>
- > 541,000 social media followers<sup>5</sup>    

## Price

6,000 €<sup>1</sup> instead of: 7,600 €





# INSPIRATION ADVERTORIAL PLUS (DE or EN)

Expand your content strategy with the wide-reaching Advertorial PLUS package.

Present your **three flagship projects** – permanently visible and edited to a high standard by the DETAIL editorial team – in an exclusive, architecture-related environment.

### Services:

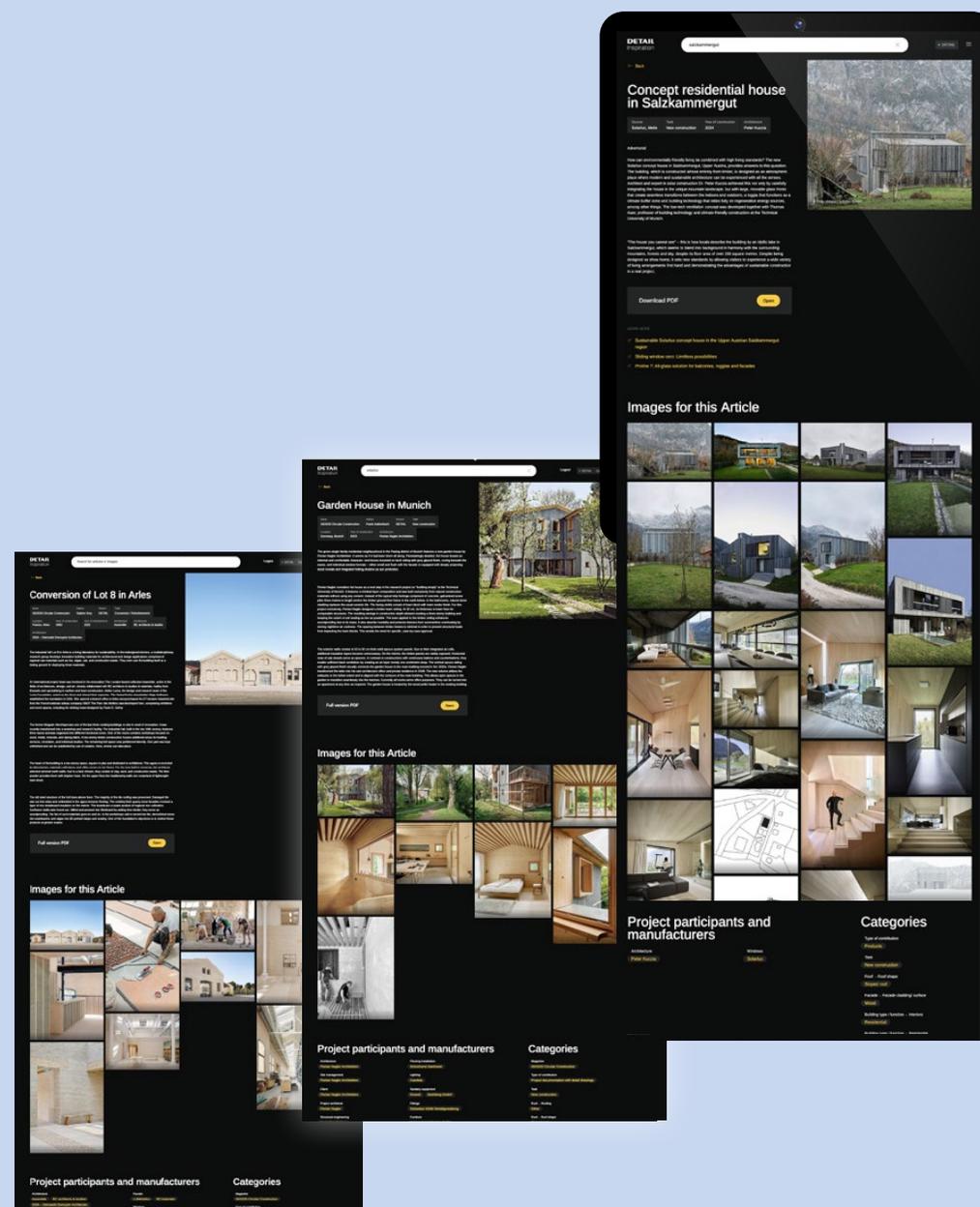
- placement of three advertorials in DETAIL Inspiration
- 3 x homepage placement for two months
- 3 x detailed online entry
- 3 x permanent presence in a high-quality editorial environment
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 6 x image/text ad in the DETAIL Inspiration newsletter
- 3 x social media post    
- 3 x detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

### Reach per advertorial:

- > 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>
- Ø 218,500 sessions/month<sup>3</sup>
- Newsletter DE > 26,750, EN > 28,900 subscribers<sup>4</sup>, Ø 40% opening rate<sup>4</sup>
- > 541,000 social media followers<sup>5</sup>    

### Price

9,100 €<sup>1</sup> instead of: 11,400 €





# INSPIRATION ADVERTORIAL BILINGUAL PLUS (DE and EN)

Strengthen your content strategy with our wide-reaching Advertorial BILINGUAL PLUS package.

Present your three flagship projects – in both German and English, permanently visible and presented in high editorial quality by DETAIL, within an exclusive architectural environment.

## Services:

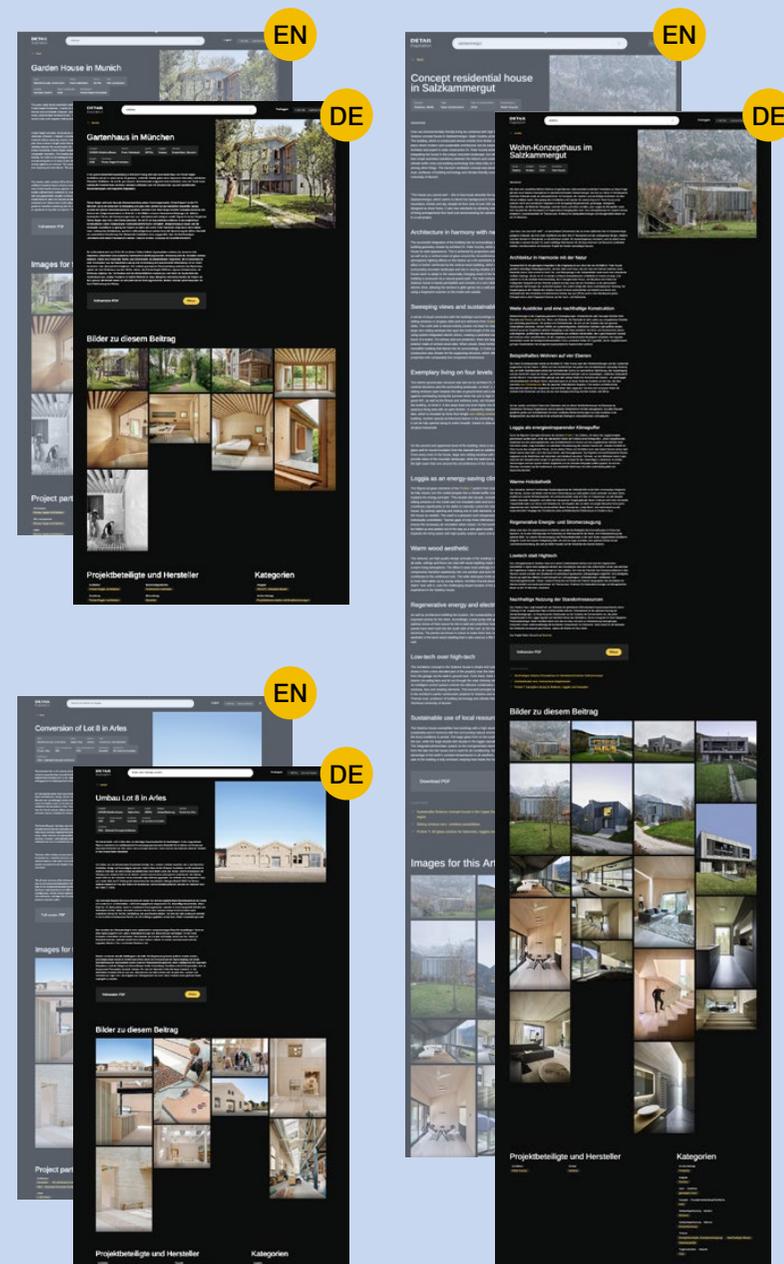
- placement of three advertorials (each 3 × DE and EN) in DETAIL Inspiration
- 6 × homepage placement for two months (each 3 × DE and EN)
- 6 × detailed online entry (each 3 × DE and EN)
- 6 × permanent presence in a high-quality editorial environment (each 3 × DE and EN)
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 12 × image/text ad in the DETAIL Inspiration newsletter (each 6 × DE and EN)
- 6 × social media post    
- 6 × detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

## Reach:

- > 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>
- Ø 218,500 sessions/month<sup>3</sup>
- Newsletter DE > 26,750, EN > 28,900 subscribers<sup>4</sup>, Ø 40% opening rate<sup>4</sup>
- > 541,000 social media followers<sup>5</sup>    

## Price

**18,000 €**<sup>1</sup> instead of: 22,400 €





# INSPIRATION ADVERTORIAL PREMIUM (DE or EN)

Present your references with maximum reach and visibility!

With the Premium Package, we combine our renowned platforms – DETAIL Inspiration and detail.de/en. Position your reference with strong reach at two key touchpoints for architects, planners, and civil engineers.

## Advertorial in DETAIL Inspiration DE or EN

> 246,000 potential users<sup>2</sup> in over 64 countries<sup>2</sup>

- homepage placement for two months
- detailed online entry
- permanent presence in a high-quality editorial environment
- up to 10 images and 5 building floor plans and sections
- max. 5,000 characters including spaces
- max. 5 links (company URL, products, etc.) including tracking
- keyword search
- details of project participants
- architecture-focused content preparation by the editorial team
- 2 x image/text ad in the DETAIL Inspiration newsletter
- 1 x social media post    
- detailed reporting 8 weeks / 6 months / 12 months after publication
- if available: inclusion in company portrait (DETAIL Inspiration)

### Reach:

Ø 218,500 sessions/month<sup>3</sup>

> 541,000 social media followers<sup>5</sup>    

## Online-Advertorial on detail.de/en DE or EN

> 3.44 M PI/month, Ø 736,000 visits/month

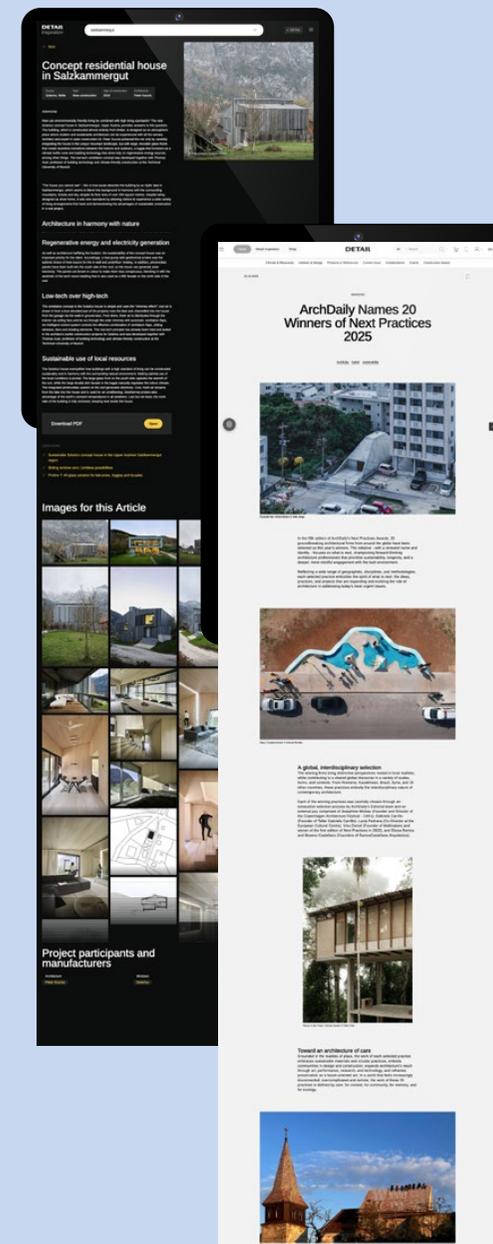
- homepage placement on the day of publication
- detailed online entry
- permanent presence on detail.de/en
- teaser image, 4 gallery images, up to 2,500 characters of text (DE or EN)
- link to a desired URL (including tracking option)
- architecture-focused content preparation by the editorial team
- multichannel delivery via multiple online touchpoints
- 1 x image/text display in the DETAIL newsletter (DE or EN)
- 1 x social media post (DE or EN)    
- detailed reporting 4 weeks after publication
- if available: inclusion in company portrait (detail.de/en)

### Reach:

- Newsletter DE > 26,750,

EN > 28,900 subscribers<sup>4</sup>

> 541,000 social media followers<sup>5</sup>    



## Package price

7,000 €<sup>1</sup> instead of: 7,950 €

<sup>1</sup> Special ad format: not eligible for discount, but eligible for agency commission.

<sup>2</sup> DETAIL distribution reporting 07.2025 | <sup>3</sup> Etracker: 01.2025-07.2025 | <sup>4</sup> Mailchimp: 07.2024-07.2025 | <sup>5</sup> Social Media 31.12.2025

All listed prices are subject to VAT.

The publisher's current terms and conditions apply, available at [www.detail.de/de\\_agb](http://www.detail.de/de_agb).



# DETAIL INSPIRATION COMPANY PORTRAIT

The company portrait on DETAIL Inspiration is your stage for presenting your brand, services and expertise to a highly qualified architecture community.

The company portrait offers you the opportunity to present your company and your services to a specific, highly qualified target group. It strengthens your company's image, builds trust in your brand and your products or services, and draws the attention of potential customers to your solutions.

## Company portrait DETAIL Inspiration

- Precise targeting of your audience
- Integration of your social media channels

- dedicated company portrait on DETAIL Inspiration
- contact, information request, and callback forms
- up to 5 keywords
- link to additional company page
- logo banner on the company portrait

### Price

1,190 €<sup>1</sup> (DE or EN)

1,790 €<sup>1</sup> (DE and EN)

Duration 12 months

## Company portrait DETAIL Inspiration + detail.de/en

- Precise targeting of your audience
- Integration of your social media channels
- Enhanced search engine visibility

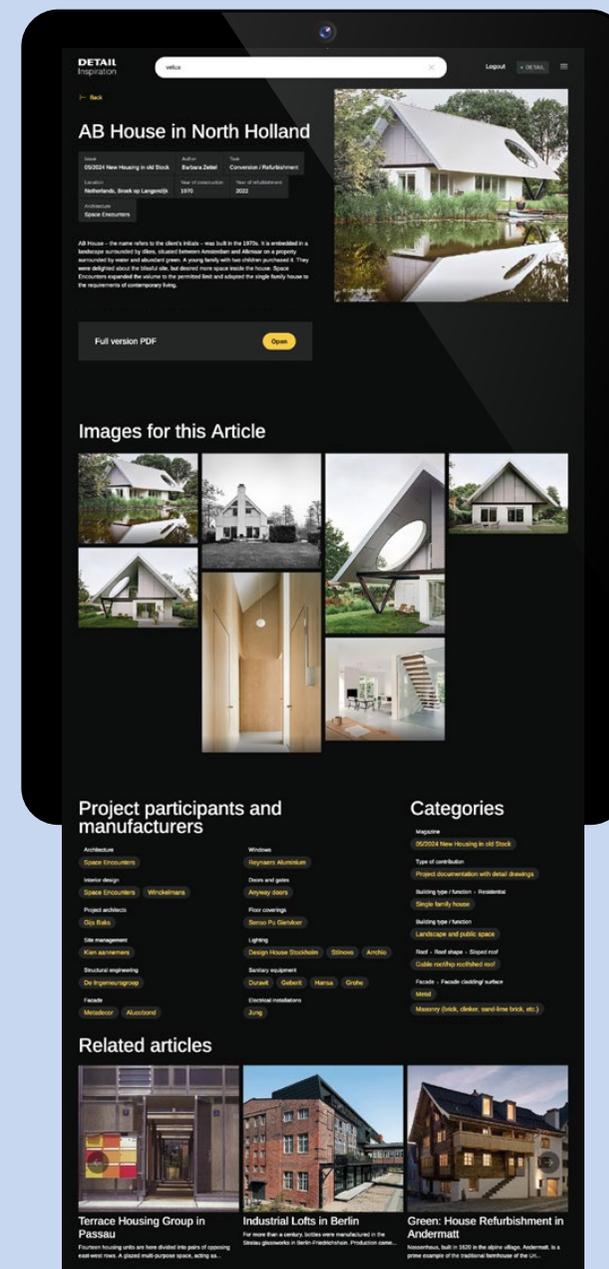
- dedicated company portrait on DETAIL Inspiration and detail.de/en
- contact, information request, and callback forms
- up to 5 keywords (DETAIL Inspiration)
- link to additional company page (SEO-relevant dofollow link)
- cross-linking to other online services (e.g., online advertorial, Produkt + Praxis, or event sponsorship)
- integration of social media channels (linking)
- logo banner on the company portrait (only DETAIL Inspiration)

### Package price

1,990 €<sup>1</sup> (DE or EN)

2,590 €<sup>1</sup> (DE and EN)

Duration 12 months



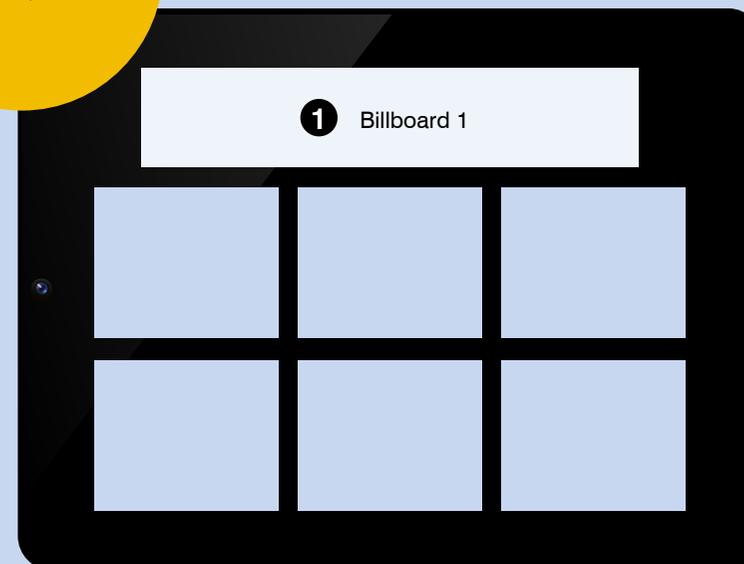


# DISPLAY AD FORMATS

## DESKTOP/MOBILE

With a display ad in DETAIL Inspiration, you can be sure of capturing the full attention of a high-quality, focused target group: architects, planners, civil engineers and architecture students who are specifically looking for solutions and inspiration.

Ø 218,500  
SESSIONS/MONTH<sup>2</sup>



Werbeformat		Desktop size (W×H)	Mobile size (W×H)	CPM DETAIL Inspiration
1 Billboard 1	prominent placement in the header area	970×250px	320×100px	130 € <sup>1</sup>

## Specifications

**Formats**  
GIF, JPG, PNG, HTML5

**File size**  
max. 800 KB for all formats (detail.de)

**Ad delivery**  
7 days before campaign start

**Physical Delivery**  
Delivered without 3rd-party cookies

**Image:** GIF, JPG, PNG

**HTML5:** ZIP file with complete HTML content (may include optional CSS, JS, GIF, JPG, JPEG, PNG, SVG)

**Animated GIF:** Max. length 30 seconds; animations may loop but must stop after 30 seconds. Animated GIF ads must run at 5 FPS or slower.



# YOUR CONTACT TEAM

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